

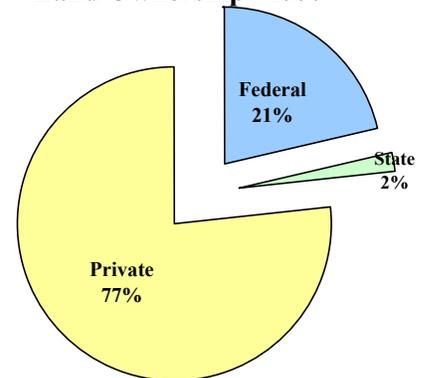


SALT LAKE COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	871,580	881,840	891,116	898,387	910,507		919,308	1.0%	1
Total Non-Ag Employment	504,458	519,572	531,329	545,179	545,412		533,603	-2.2%	1
Non-Ag Avg Monthly Wage	\$2,331	\$2,433	\$2,533	\$2,661	\$2,740		\$2,789	1.8%	2
Per Capita Income	\$23,821	\$25,051	\$26,029	\$27,587	\$28,188		\$28,121	-0.2%	2
Unemployment Rate	2.7%	3.4%	3.4%	3.0%	4.3%		6.3%	2.0%	13
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$1,934.5	\$1,981.1	\$2,038.1	\$2,060.8	\$2,013.5	\$2,018.0	\$1,787.0	-11.4%	1
Travel & Tourism Related Employment	35,527	36,662	38,197	39,013	40,049	42,796	41,933	-2.0%	1
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$40,239	\$41,208	\$42,392	\$42,865	\$41,880	\$37,559	\$35,647	-5.1%	1
Gross Taxable Room Rents	\$234,264	\$238,480	\$229,798	\$235,286	\$243,673		\$299,822	23.0%	1
Transient Room Tax	\$8,199.2	\$8,346.8	\$8,042.9	\$8,235.0	\$8,528.5		\$8,994.7	5.5%	1
Restaurant Tax	\$9,008.0	\$9,422.1	\$10,016.5	\$10,498.0	\$10,836.6		\$12,068.3	11.4%	1
Car Rental Tax	\$3,448	\$3,798.6	\$9,163.3	\$8,940.2	\$9,167.8		\$8,708.0	-5.0%	1
Gross Taxable Retail Sales (millions)	\$13,279.9	\$14,480.8	\$15,032.4	\$15,941.5	\$15,864.9		\$15,706.9	-1.0%	1
REGIONAL VISITATION COUNTS									
SLCVB Information Centers	771,729	723,784	836,352	1,069,765	1,501,716		1,564,260	4.2%	
Council Hall Welcome Center	50,882	46,746	40,714	49,224	47,501		45,843	-3.5%	
S.L. Airport Passengers	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	-1.4%	
Skier Days at Utah Resorts	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	5.6%	
L.D.S. Family History Research Ctrs.	1,114,248	1,090,990	934,069	859,474	786,142		802,512	2.1%	
Utah's Hogle Zoo	821,458	640,596	774,406	721,071	650,732		618,420	-5.0%	
This Is The Place H.P.	550,763	300,931	290,036	294,178	293,661		269,683	-8.2%	
L.D.S. Museum of History and Art	307,973	231,313	202,038	271,481	234,258		213,168	-9.0%	
Bingham Canyon Copper Mine	167,792	139,720	152,652	159,842	169,992		172,833	1.7%	
Great Salt Lake S.P.	460,989	56,585	136,496	142,433	144,272		136,238	-5.6%	
Hansen Planetarium	287,631	152,855	157,425	130,958	116,664		88,741	-23.9%	
Children's Museum of Utah	68,523	97,116	103,704	116,619	108,436		119,444	10.2%	
Utah Musuem of Natural History	83,040	74,194	99,480	77,450	74,841		72,615	-3.0%	
Utah Musuem of Fine Arts	109,685	112,072	94,135	75,599	58,312		66,224	13.6%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	492,213	100.0%
Federal Government	105,577	21.4%
BLM	2,905	0.6%
US Forest Service	48,523	9.9%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	40,449	8.2%
Other*	13,699	2.8%
State Government	8,824	1.8%
Utah State Parks & Recreation	1,168	0.2%
Utah State Wildlife Reserves	7,379	1.5%
State Trust Lands	277	0.1%
American Indian	--	--
Private**	377,812	76.8%

Land Ownership - 1999



*Includes Military and Bankhead Jones land

**May include some local government land

Salt Lake County Tourism Profile

